

# Amazon fined ₹75k for not showing 'country of origin'

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**New Delhi:** The consumer affairs ministry has asked e-commerce major Amazon India to pay a fine of Rs 75,000 for not providing the details of 'country of origin' of products displayed on its platform. This is the first such penalty that the government has imposed on an e-commerce player under The Legal Metrology (Packaged Commodity) Rules, which came into effect in 2018.

"If you are willing to close the matter departmentally, you can compound the case as per section 48(1) of the Act on payment for credit to the government an amount of Rs 25,000 each on behalf of each director plus Rs 25,000 on behalf of the company," the legal metrology department wrote to Amazon Seller Services last week. It added that in case the company failed to give a satisfactory reply within seven days, the department

will be "constrained to initiate" prosecution proceedings against the firm and all the directors at a competent court without any further notice.

Sources said the department has found two directors responsible for the violation. Earlier, the department had slapped notices on Amazon India and Flipkart for violating the rules on October 16.

The department, in its

## 'LESSON FOR OTHER FIRMS'

communication last week, has mentioned that the company, in its reply, had admitted that the information regarding the country of origin of products was not provided on the e-commerce platform by its sellers.

A government source said the issue is not about the penalty amount alone, it is about sending a message to other e-commerce firms that they need to comply with rules.